



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 04/21 thru 04/27
(prices in dollars per carton)

Fri. Apr 21, 2006

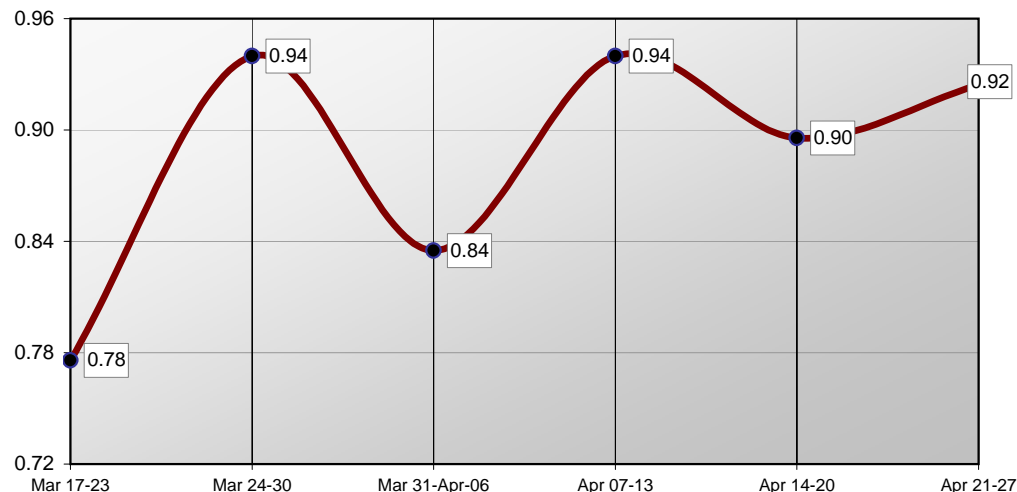
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		22.4% of 17,000 stores				58.3% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	90	1.79	320	0.98			1,220	0.99
	White 18 pack			910	1.27			1,600	1.59
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	20	0.79	160	0.98	280	0.79	3,930	0.80
	White 18 pack			150	1.81			730	1.35
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack			30	2.50				
	Brown 12 pack			930	3.30			280	3.21
	OMEGA-3								
	White 12 pack	800	2.50	1,090	2.48	340	2.29	950	2.16
	Brown 12 pack			10	1.99			140	3.00
	CAGE-FREE								
	White 12 pack					50	1.99	250	1.99
	Brown 12 pack			1,120	2.60			170	2.19
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				1,650		7,760		Large Eggs on	
Specialty Shell Eggs				3,980		2,180		Apr-17-2006	
Total (including Medium)				5,680		10,100		404.4	
Special Rate 4/:				5.1%		20.4%		down 29%	

5/: Inventory in thousands of 30-dozen cases.

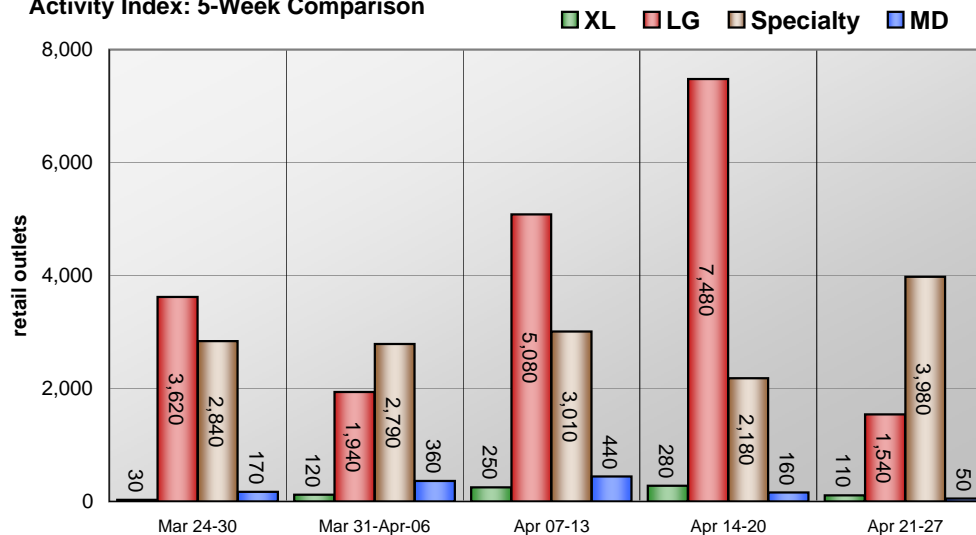
Shell Egg Featuring - 04/21 thru 04/27

The activity index on regular shell egg is down sharply when compared to last week. Specialty egg activity increased significantly following the holiday weekend. The average price of large white shell eggs, Grade A or better, offered to consumers is slightly higher although ads were limited. The Northeast region was most active, aided predominately by Omega-3 and Cage-Free specialty eggs. USDA Organic eggs continue to increase in visibility.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		45.0% of 3,900 sampled outlets						11.8% of 4,700 sampled outlets						9.1% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 3,530 (includes Medium)						Activity Index = 690 (includes Medium)						Activity Index = 130 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																0.48	10	0.48
	White 18 pack																0.99		0.99
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.79	20	0.79	0.95 - 0.99	150	0.99				0.84	10	0.84						
	White 18 pack				1.29 - 1.88	150	1.81												
	Brown 12 pack																		
MEDIUM		White 12 pack			0.67	40	0.67	White 12 pack						White 12 pack			0.50	10	0.50
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.50	30	2.50												
	Brown 12 pack				1.99 - 3.99	570	3.38				2.98 - 2.99	270	2.98				2.99 - 3.99	80	3.82
	OMEGA-3																		
	White 12 pack	2.50	730	2.50	1.99 - 3.49	920	2.54	2.50	70	2.50	1.99 - 2.50	160	2.21				1.99	10	1.99
	Brown 12 pack				1.99	10	1.99												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99 - 2.99	910	2.60				1.99 - 2.99	180	2.64				2.50 - 2.99	20	2.77
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		7.7% of 2,700 sampled outlets						42.8% of 1,900 sampled outlets						21.6% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 280 (includes Medium)						Activity Index = 830 (includes Medium)						Activity Index = 220 (includes Medium)					
USDA GRADE AA	White 12 pack	1.79	80	1.79				1.79	10	1.79	1.00	310	1.00						
	White 18 pack				0.99	190	0.99				1.50	500	1.50				0.99	220	0.99
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack										2.99	10	2.99						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.50	10	1.50												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>